





SUGAR LAND DEVELOPMENT CORPORATION

AGENDA REQUEST

AGENDA OF:	02-04-14	AGENDA REQUEST NO:	IV-A
INITIATED BY:	MARA SOLOWAY, ECONOMIC DEVELOPMENT COORDINATOR	RESPONSIBLE DEPARTMENT:	ECONOMIC DEVELOPMENT
PRESENTED BY:	REGINA MORALES, DIRECTOR OF ECONOMIC DEVELOPMENT	DIRECTOR:	REGINA MORALES 
		ADDITIONAL DIRECTOR (S):	N/A
SUBJECT / PROCEEDING:	DIRECTOR REPORT <ul style="list-style-type: none">• STRATEGIC PROJECTS• BUSINESS RECRUITMENT AND RETENTION• MARKETING AND ADVERTISING FOR BUSINESS DEVELOPMENT AND RETAIL		
EXHIBITS:	N/A		
CLEARANCES		APPROVAL	
LEGAL:	N/A	DIRECTOR:	REGINA MORALES, DIRECTOR OF ECONOMIC DEVELOPMENT 
PURCHASING:	N/A	EXECUTIVE DIRECTOR:	N/A
BUDGET:	N/A	ASSISTANT CITY MANAGER:	N/A
BUDGET			
EXPENDITURE REQUIRED: \$		N/A	
CURRENT BUDGET: \$		N/A	
ADDITIONAL FUNDING: \$		N/A	
RECOMMENDED ACTION			
Review Director Report for January 2014			

EXECUTIVE SUMMARY

The Office of Economic Development staff is focused on the mission of creating a sustainable business environment for the City of Sugar Land. These efforts include marketing outreach presentations; attendance at local, regional and national events to represent the City of Sugar Land; and meetings and tours with specific prospects that are in the process of making a decision about a site location.

Staff will review the office's efforts towards this goal in the Director Report with the Board. The report includes updates on

- Strategic Projects
- Business Recruitment and Retention
- Marketing and Advertising for Business Development and Retail

Updates also will be provided on other projects and economic development activities.

EXHIBITS

Report to be provided.